



The Takeoff Collection Pitch Deck

Let's Go

Imani Bashir



08/20/2021

Takeoff With Us.



Who we are.

The Takeoff Collection was created, in 2020, by travel journalist and 5x expat, Imani Bashir. Having given birth abroad and started countless travels with her son at just 6 weeks old, she quickly identified that the travel industry didn't cater to traveling parents--although they are a higher percentage of travelers, worldwide. Her solution was multifunctional luggage and travel products with a focus on people who travel with children.

Having been displaced in 2019 and living out of luggage, after 2 years of living in China, she set her intentions on creating products that became synonymous with cultural connectivity and removing the stigma that life stops at parenting. So in May of 2021, she introduced The Expat Bag, a 3-in-1 travel duffel.

The purpose of The Takeoff Collection is to create a seamless travel experience on the journey that doesn't compromise the joy of getting to the destination. Our travel products are not just tangible goods, they translate into long-lasting memories, forge bonds through connecting communities, and champion spending time together with our loved one's and families.



The Founder & CEO Imani Bashir

In her earlier career as a sports broadcaster, Imani Bashir traveled nationally, 36 weeks out of the year. That was her intro into travel. In 2015, she moved abroad to Cairo, Egypt where she met her husband 7 months into her expatriation journey.

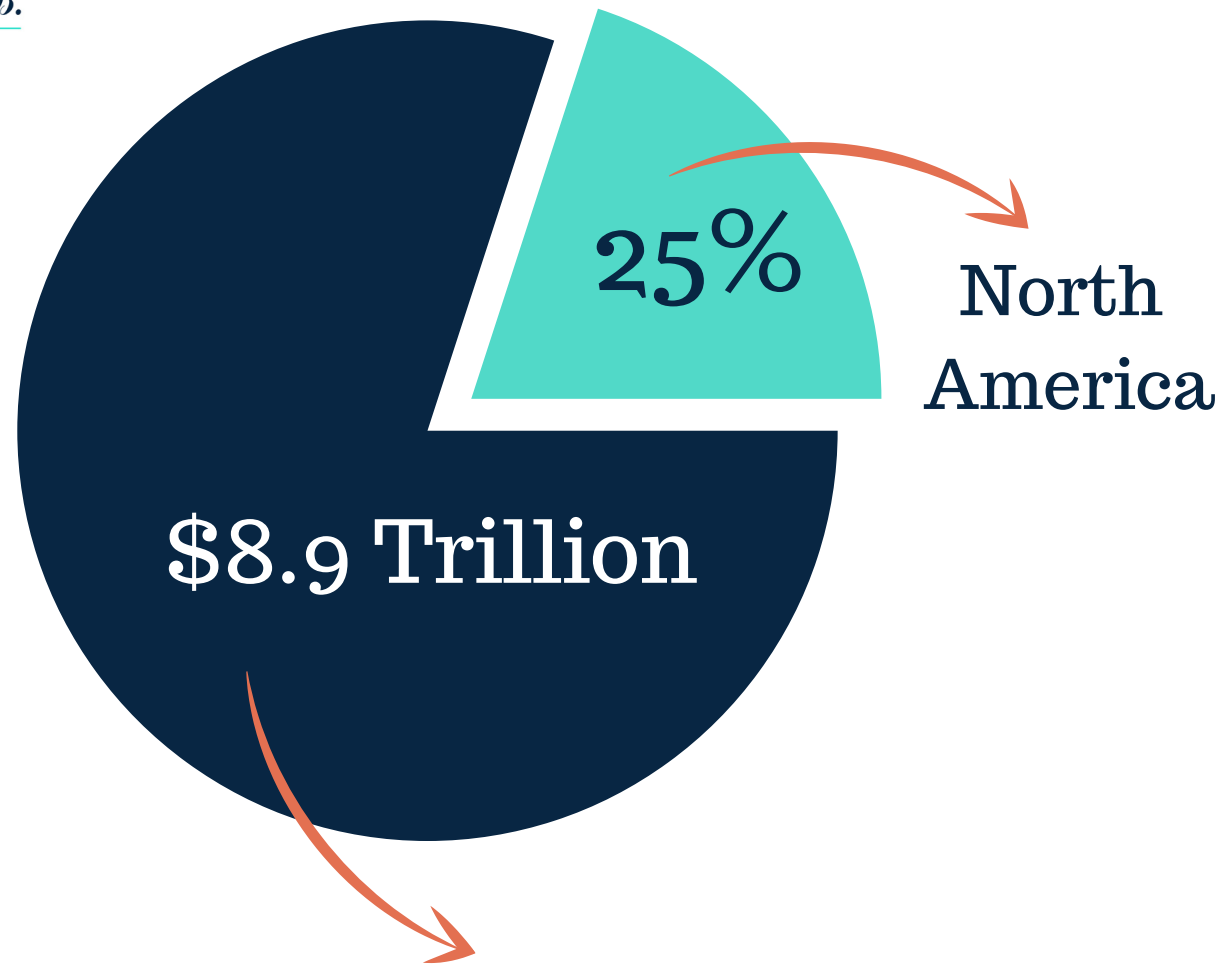
One year later, she birthed their son in Szczecin, Poland and has since lived in 2 cities in China, The Czech Republic, and Mexico with countless travels in between. Her career as a journalist expands the conversation that fuses lifestyle, travel, and culture and can be found in multiple airline magazines, Travel + Leisure, Conde Nast Traveler, and many other travel publications, as well as The New York Times, Glamour Magazine, and more.

In addition to this, she created a children's book titled, "Follow the Takeoff Toddler" with a character made in the likeness of her son who travels the world making friends and learning geography, languages, history, and global cultural norms.

Her greatest passion as an underestimated founder is to allow people to see themselves through seeing the world. Having lived in Wuhan, China and ending up without a home, The Takeoff Collection has been her way of introducing people back into the world and identifying that home is wherever you are.



Travel & Tourism Market



- 72% of total T&T revenue will be generated through online sales by 2025
- In global comparison, most revenue will be generated in the United States
- It is expected to show an annual growth rate of 21.1%

Global Travel Market
by 2026
(Industry Arc)

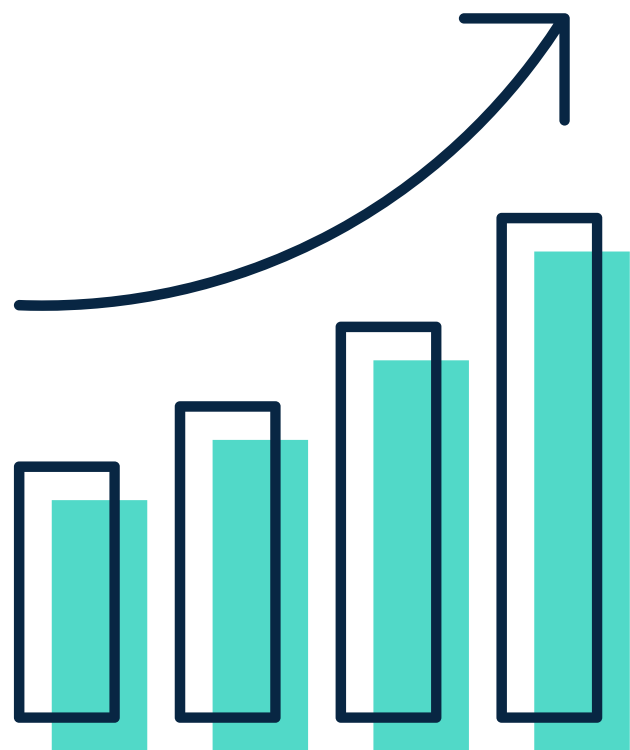
Millennials: (largest, overall, generation of travelers globally)

- Make up 31.5% of US Population & 23% of global population
- By 2025, they will account for 75% of all travelers and consumers
- 62% travel with children under five years old
- Millennials take 5.6 trips per year

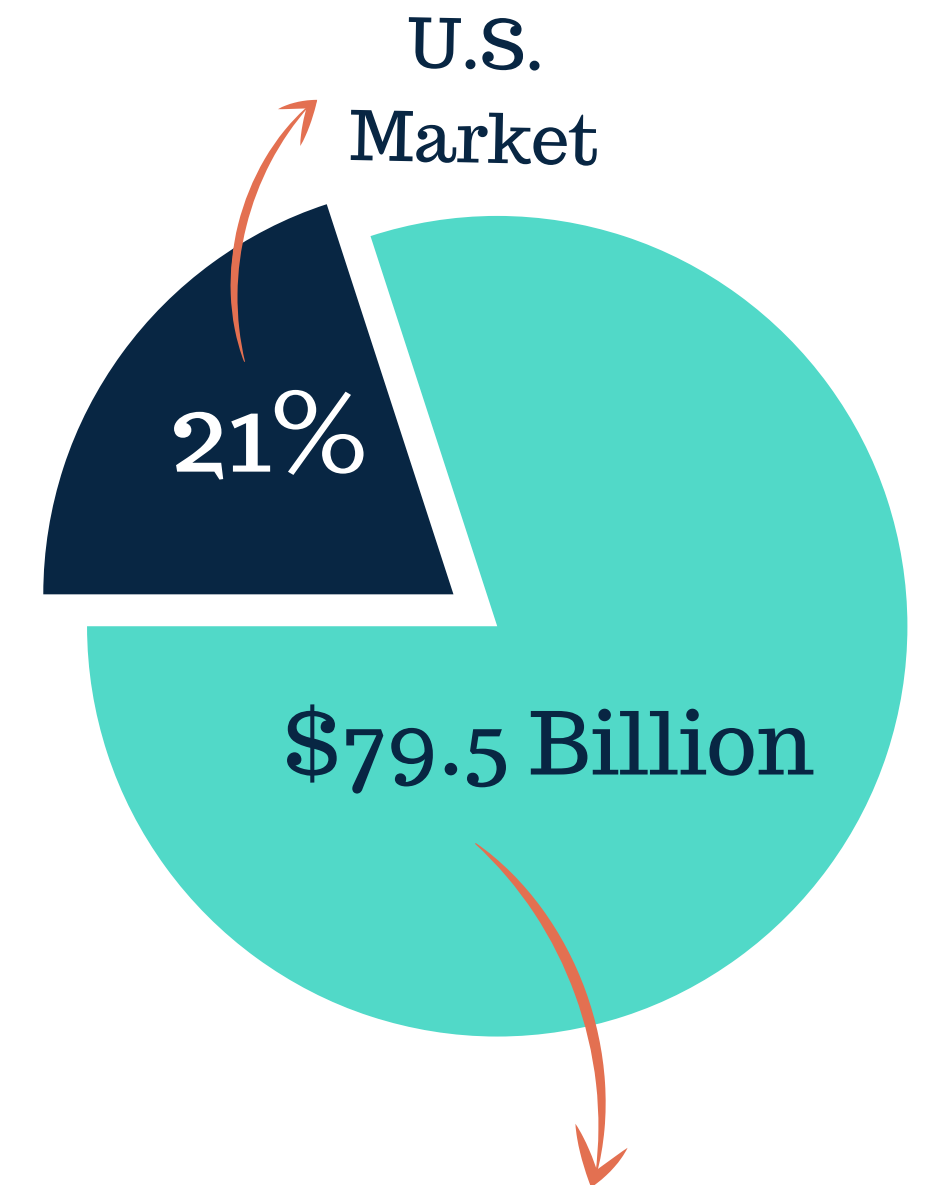
Luggage Market

Duffle Bags are projected to be the number 1 selling luggage type by 2023

Polyester bags bring in 60% of all luggage bag type revenue, globally.



The Compound Annual Growth Rate (CAGR) for suitcases and travel bags is 5.7% over a 7-year period.



Global Luggage Market by 2027

Product Overview



The Expat Bag

"If It's made with parents in mind, anyone can use it!"
-Imani Bashir

- 1/3 insulation like a lunchbox. This technology was included with the thought of those who need to travel with medicine, snacks, baby bottles, etc.
- 2/3 of the bag completely detaches and converts into individual backpacks, embracing a more minimalist, multifunctional design versus one-pocket duffle bags.
- The Polyester 1680D ensures the bag is durable and can not be ruined easily.

08/20/2021



Our Milestones (2021)



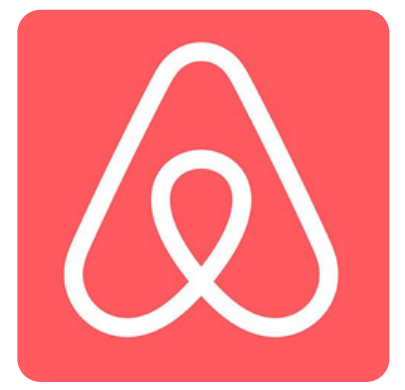
Raised \$10k Crowdfunding
I raised 25% of my crowdfunding goal in 5 hours of the crowdfund going live. In total, I raised 33% of my total goal using IFundwomen.



Sold out in H&M
The Expat Bag was selected by H&M to be featured in their 5th Avenue store in NYC as apart of their Buy From A Black Woman partnership.



100+ Bags Sold
Sold within the first 90-days of business. Also, received a wholesaler who purchased 40 Expat Bags (20 blue, 20 brown) to sell in their store.



Airbnb Purchase
Airbnb is hosting a "Live Anywhere on Airbnb" Program where people were chosen to go anywhere in the world to live for 10 months & Airbnb bought 12 for each participant.

Featured in:





Target Market



- Millennials (25 & up)
- Remote/Freelance Professionals
- Travel Enthusiasts
- Mainly Women
- Travelers with children under 10
- Generates yearly income of \$60K & up, yearly
- Lifestyle influencers & content creators

Reviews from the market:



Alia Kemet (McCormick & Co.)
VP of Creative & Digital Marketing

"The Expat Bag is absolutely amazing!"



Andrew Meissner (H&M)
Public Relations Specialist

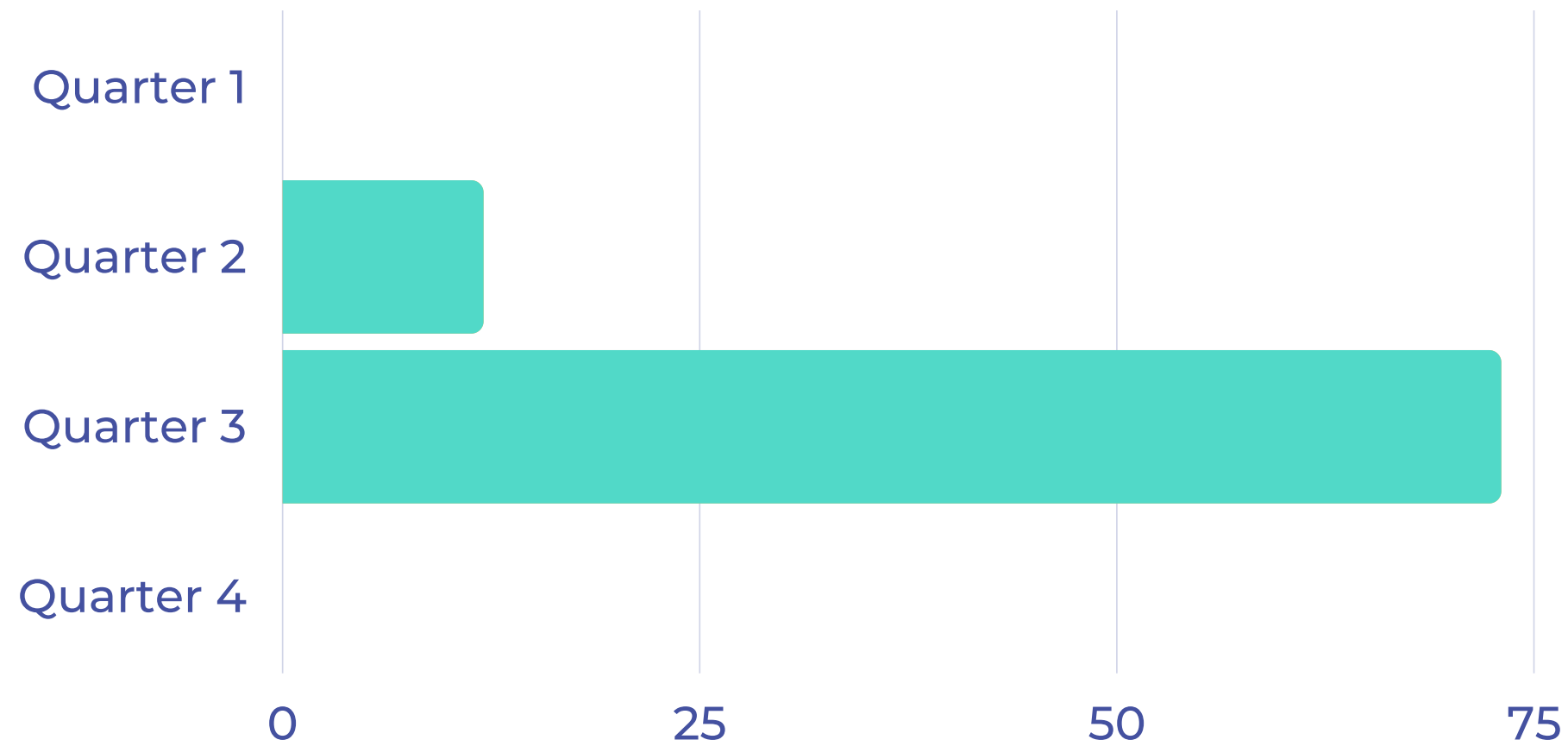
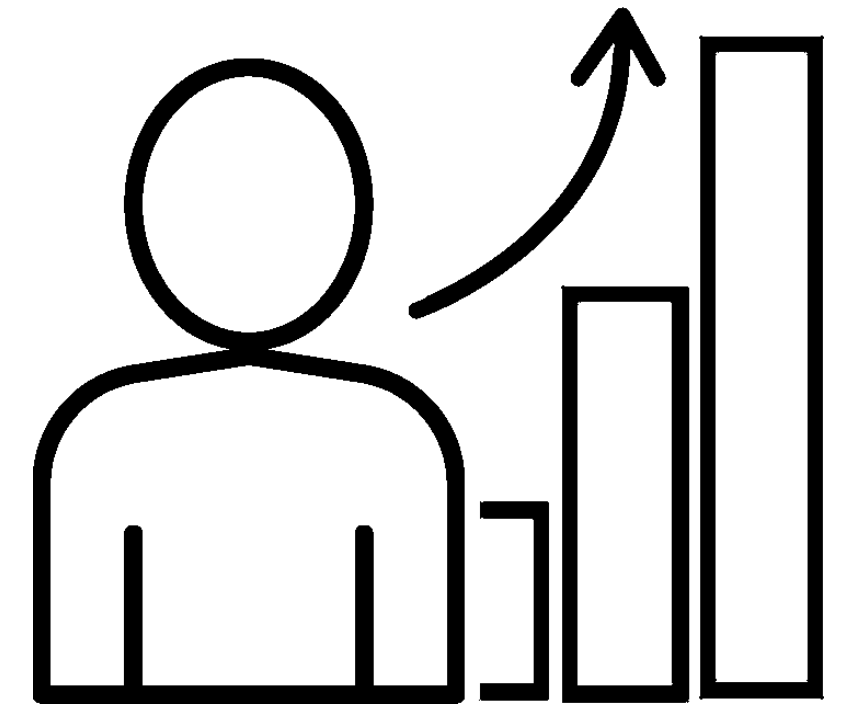
"Obsessed! This bag is super convenient!"



Erin Hutt (Network Connect)
Community Activist

"You snapped on this bag!"

Product Performance



**Sold 93% of our inventory within first 90 days.
Ocean Blue Bag sold out in 90-days.**



Revenue
\$19.5k



Crowdfunding
\$10k



Bag/Travel Product Sales
\$7k



Investment
\$2.5k



Solutions

(In comparison to competitors in the same market)



Niche

We offer a duffel that is more unique & new to the market than our competitors.

- Get 3 bags in 1.
- Insulation feature.
- Additional harness to hold onto children to avoid them running off.
- Removes the need to put both dirty & clean clothes in the same pocket.

Function

The functionality of The Expat Bag offers travelers the option of only taking what they need and leaving the rest.

Additionally, with flights offering Basic travel options, The Expat Bag serves both as a personal item & carry-on.

Ask

 **\$150,000 Investment**

The Takeoff Collection is looking to expand and create a sustainable version of The Expat Bag. Our goal is to create 3 vegan leather versions and a newly designed multifunctional backpack, also made from vegan leather.

Costs are continuing to rise with growth, so here is an outline of what percentages will be put to the most immediate needs to sustain our momentum of growth.

50%: Operations

- Buying materials,
- Getting product manufactured
- Shipping & Fulfillment
- Taxes

25%: Marketing/ Advertising

- Social media marketing
- Ad spend
- Videography/Photography
- Hiring contractors (assistant, social media manager, accountant)

15%: MISC.

- Travel Expenses (Flights, accommodations, etc.)
- Other costs, necessities

10%: Insurance

- Loss prevention
- Returns
- Damaged Items

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Thank
you!

I thank you for seeing me. I thank you for acknowledging what I've built thus far! I look forward to the next stages of ascension in my financial and product goals for The Takeoff Collection and hopefully, together!